

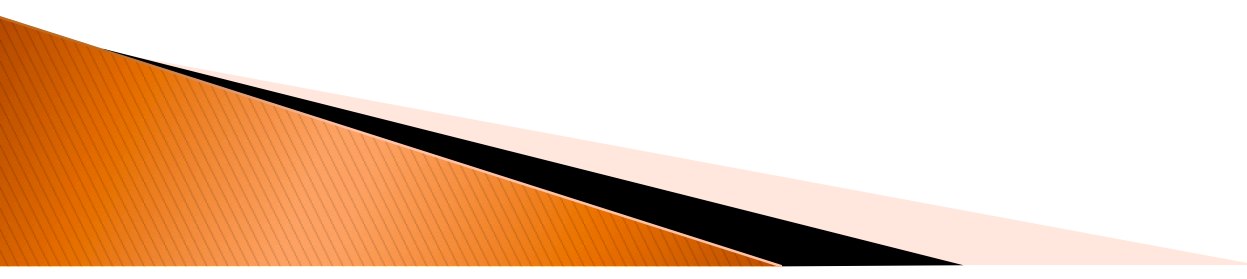
SPEAK UP!

Public Speaking for Libraries




- ▶ April 22nd, 2010
- ▶ 9am-12pm

Introductions

- ▶ Sarah Felkar: LTAIG Co-convenor; Library Technician at West Vancouver Memorial Library
 - ▶ Michelle Mallette: BCLA, SLA member; Student Services Coordinator at SLAIS, UBC
 - ▶ Shanna Meunier: LTAIG Education Coordinator; Library Technician at Vancouver Academy of Music and Vancouver Community College
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Today's Schedule

- ▶ 9:10-9:20 Public Speaking & Professional Speaking
 - ▶ 9:20-9:30 Know your audience
 - ▶ 9:30-9:40 What is YOUR problem audience?
 - ▶ 9:40-9:50 Video and discussion
 - ▶ 9:50-10:00 Factors to consider
 - ▶ 10:00-10:20 Dealing with different audiences
 - ▶ **10:20-10:40 Break**
 - ▶ 10:40-10:50 Barriers
 - ▶ 10:50-11:10 Tips for Success
 - ▶ 11:10-11:20 Where Do I Start?
 - ▶ 11:20-11:45 Group presentations with feedback
 - ▶ 11:45-11:55 Wrap-up and questions
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Our Three Rules For Public Speaking

1. Know your audience.
2. Know your content.
3. Know your self.

Public Speaking and Professional Speaking

- **Public**

- Speaking with the public: or anyone who isn't a co-worker

- **Professional**

- Speaking in front of co-workers (or potential co-workers)

Public Speaking and Professional Speaking

What type of speaking are you doing already?

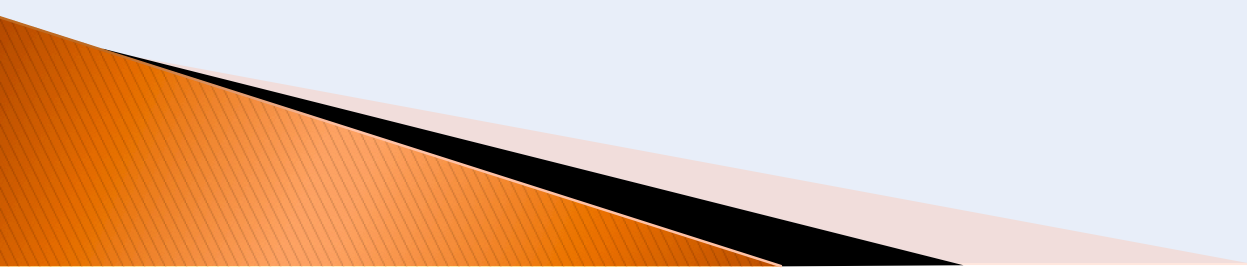
Public Speaking and Professional Speaking

- ▶ Similarities and Differences

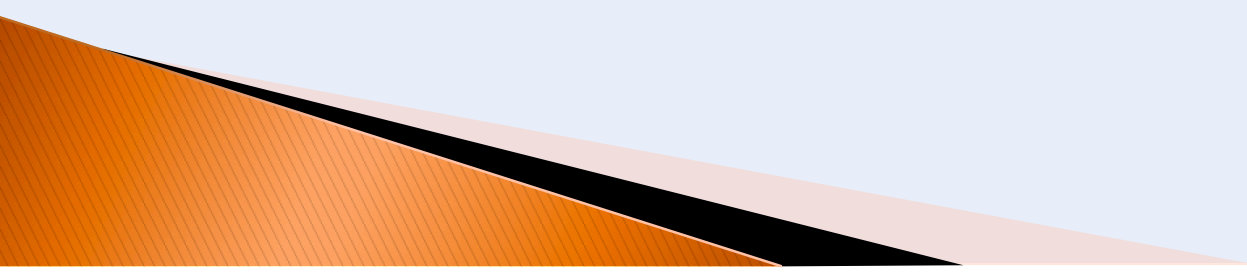
Public Speaking and Professional Speaking

- ▶ Draw on Experience

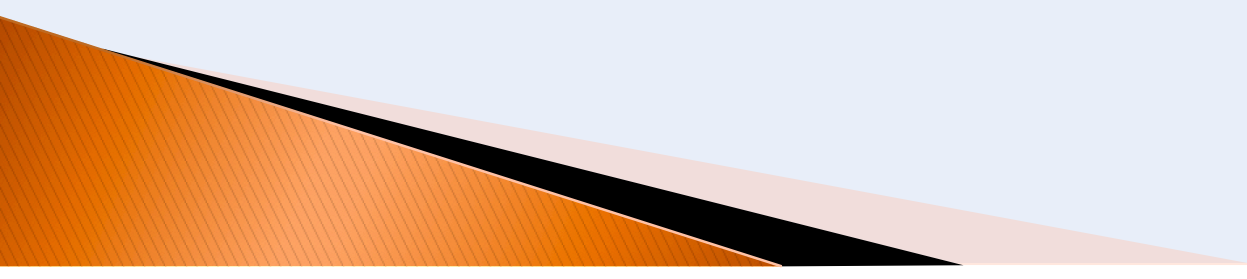
Know Your Audience

- ▶ Who is your audience?
 - ▶ What does this group need/expect from you?
 - ▶ What individual variations are there?
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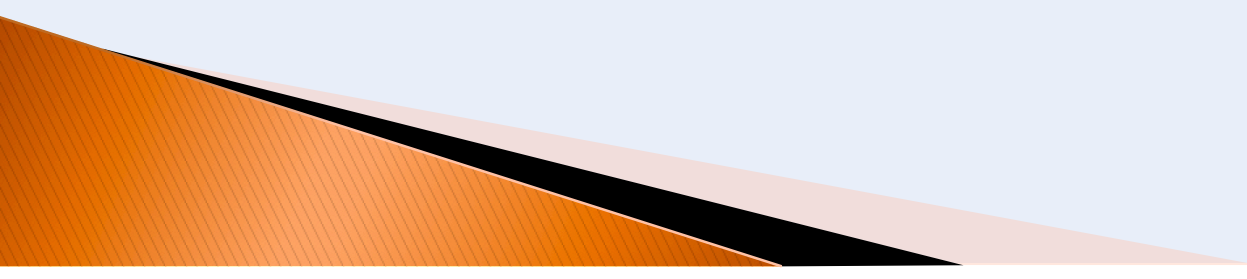
Who Is Your Audience

- ▶ Specific focused group, or mixed audience?
 - ▶ Demographics?
 - ▶ How many?
 - ▶ Knowledge or experience with this topic?
 - ▶ Positions represented?
- 

Today's Audience: What We Assume

- ▶ From British Columbia
 - ▶ Mix of urban and rural
 - ▶ 15 expected
 - ▶ Library staff (our title)
 - ▶ Range of age, experience, genders
 - ▶ Shared unease about public speaking, but range there too
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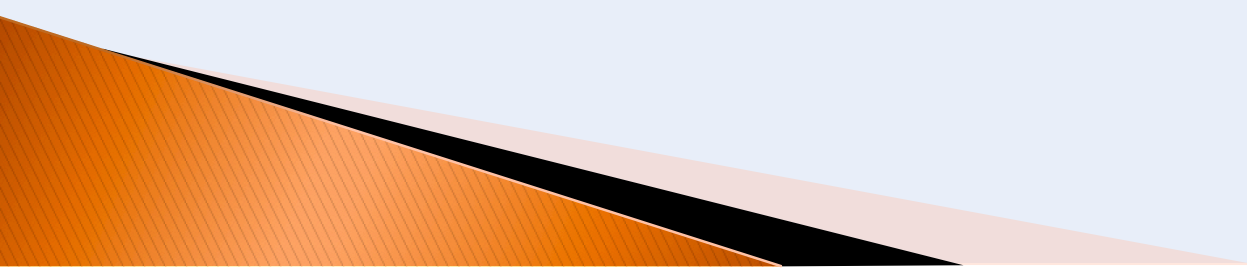
Preparing for Your Audience

- ▶ What do you already know?
 - ▶ Expectations
 - ▶ Preparing for 20 vs 200
 - ▶ On site activities
 - ▶ Ask! What do they want from you?
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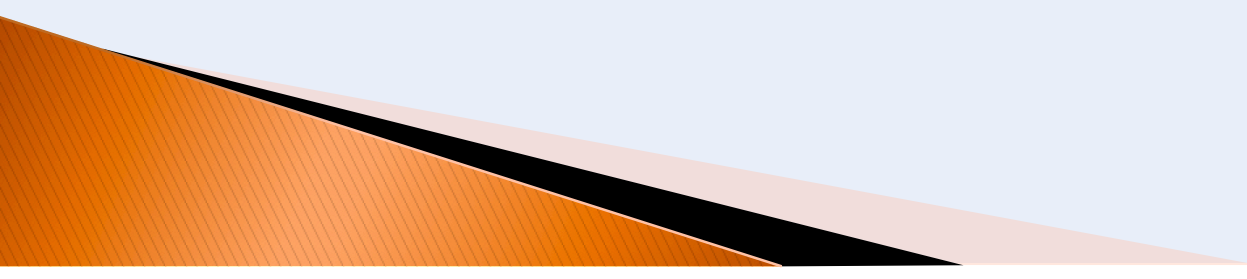
Implications For You

- ▶ Your content
- ▶ Your approach (speech, panel, discussion)
- ▶ Room setup
- ▶ Your attire

When Your Audience is a Problem

- ▶ Unmet/unclear expectations
 - ▶ Beyond our expertise
 - ▶ Our shifting level of comfort
 - ▶ Our “hot buttons”
 - ▶ Our fears
- 

Aha! It's Not the Audience

- ▶ Making sure YOU are the right speaker
 - ▶ Know your content (practise, practise practise!)
 - ▶ Know your audience
 - ▶ Know the environment
- 

**What is YOUR
Problem Audience?**

Video:



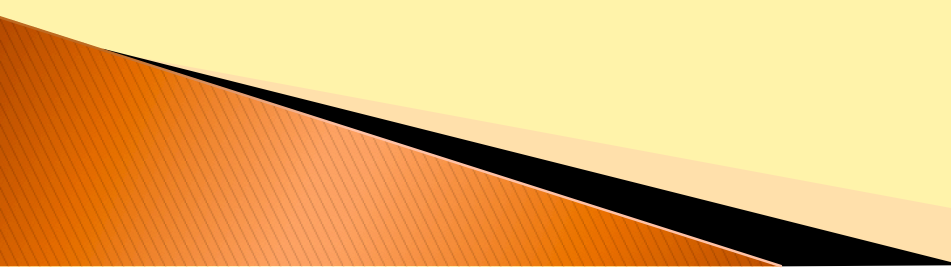
Presentation Factors

- ▶ What factors to consider when preparing to speak

Factors to Consider

- ▶ Demographics of your audience
 - Age and attention spans
 - Urban versus rural
 - Language
- ▶ Expertise (range may be varied)

Factors to Consider

- ▶ Mode of delivery
 - In person
 - If distance, recorded or live
 - ▶ Type of presentation
 - Formal or informal
 - Panel or lecture?
 - Breakout into groups?
 - ▶ When to take questions?
- 

Break Into Groups

Break – 10 Minutes



Barriers



Tips For Success

Physical Presence

- Stance
- Dress & Jewellery
- Eye Contact

Tips For Success

Speaking

- Volume
- Pace of Speaking
- Tonality

Tips For Success

Technology

- Microphones
- Videos
- Power Point
- Other props

Tips For Success

In every situation, remember:

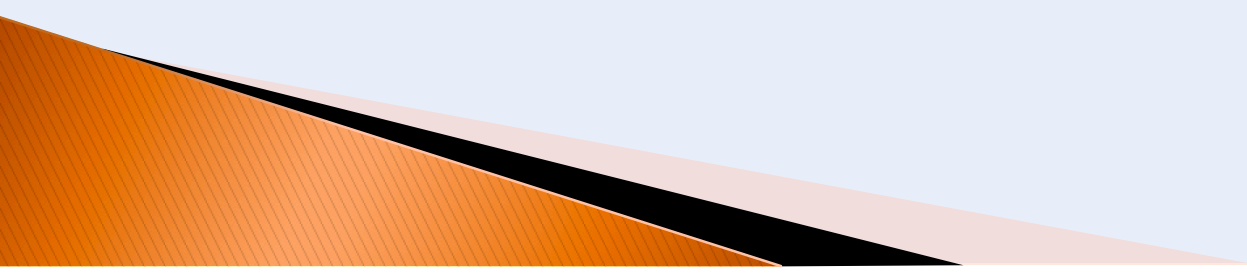
- Three points
- Smile, breathe, relax
- Fall short, but never go long

Tips For Success

Beating Nervousness

- Know your speech well
- Take a few deep breaths
- Know your audience
- All speakers experience nervousness

Where Do I Start?

- ▶ Begin slowly
 - ▶ Share opportunities
 - ▶ Ask for guidance and feedback
 - ▶ Allow time to rehearse
 - ▶ Rinse and repeat
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Group Presentations



Our Three Rules For Public Speaking

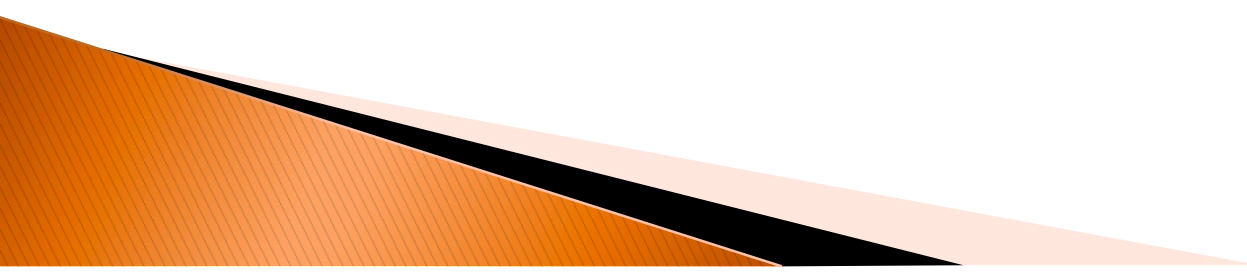
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Wrap-up

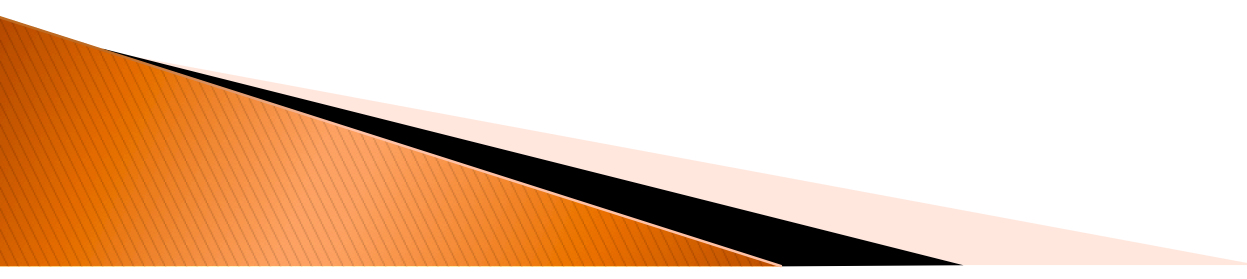


Group Presentations on Different Audiences: What to Consider

Older Public Library Patrons

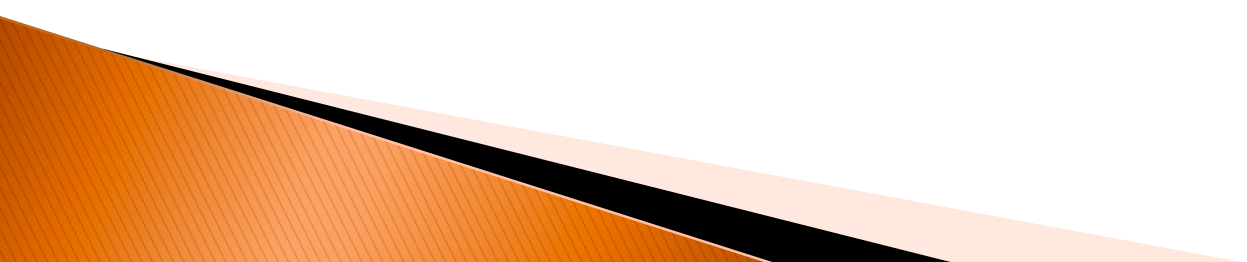
- Length of presentation
 - Make sure you have an audience
 - Audio/visual needs
 - Comfort/physical needs/accessibility
 - Time for socializing, coffee and talking
 - Communication through information
 - Time of day, time of year
 - Transportation needs
 - Who has requested the talk and why
- 

Young Parents

- Consider children/distractions
 - Use of language (plain speech)
 - Knowledge/diversity
 - What are their needs?
 - Male/Female
 - Venue
 - Subject Knowledge
 - Technological distractions (cell phone, blackberry, iPod, etc.)
 - Don't dress in an intimidating manner
 - Be flexible on dialogue
 - Be accommodating to engage the audience
 - Expect the unexpected
 - Topic comfort zones
- 

Teens at a High School Library

- Attention span
- Rearrange seating – small table groups
- Include movement and change of pace
- Asking for opinions – engage them
- Get them to buy in without threatening them
- Establish rules (housekeeping)
- Set the expectations for behaviour ahead of time
- Social norms
- What questions should you be asking?
- Presentation methods: have visuals, not a lot of graphs, video/ audio
- Use humour
- Have extra work/back up plan

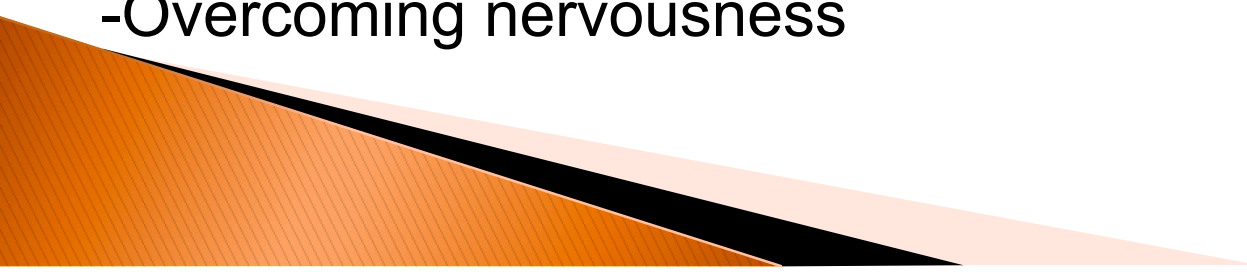


Coworkers

Factors to consider:

- Level of knowledge/needs of audience and size of audience
- Length of presentation and format
- Content and language

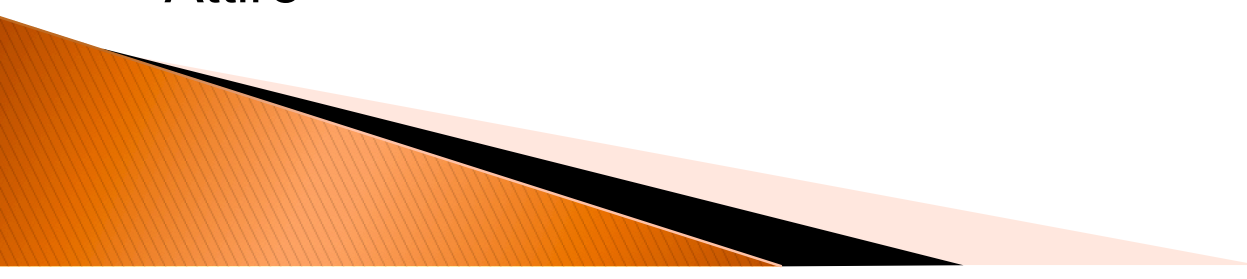
Potential Problems:

- Negativist
 - Distracted/distractions
 - Boredom
 - Mixed audience (coworkers and supervisors)
 - Single- or closed-minded
 - Unprepared
 - Difficulty with facilitation
 - Not enough practise
 - Overcoming nervousness
- 

Library Students Touring the Library

- Unclear expectations
- Audience expectations (are they preparing for assignment? How much do they know?)
- Assigning staff to present tour
- Arrogance of audience
- Experience vs. New techniques/Intimidation
- Time

Designing the Tour:


- Handouts
 - Questions
 - Highlights
 - Rural/Urban benefits
 - Language barriers
 - Acronyms
 - Attire
- 

Presentation at a Job Interview

Preparation:

- Know the company/job
- Know audience (panel or one on one)
- Will you be doing a demonstration?
- What is the medium (in person vs. Phone or online)
- Appearance/what to wear
- Know yourself and what you bring to the table
- Have some questions for THEM
- Predict the questions to you
- Know the location and time/how to get there
- Don't over-think
- Have calming strategies (listen to music, fresh air, herbal tea)

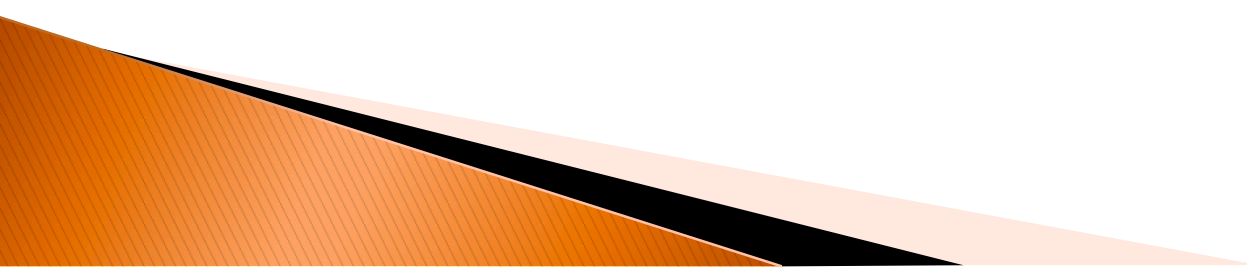
Remember:

- You're there because they want you
 - Be yourself
 - You're interviewing them too
- 

Barriers and Potential Solutions (As Discussed by the Group)

Bad Audience Vibes

- Use humour to bring them back
- Take a short break
- Focus on those audience members who are paying attention

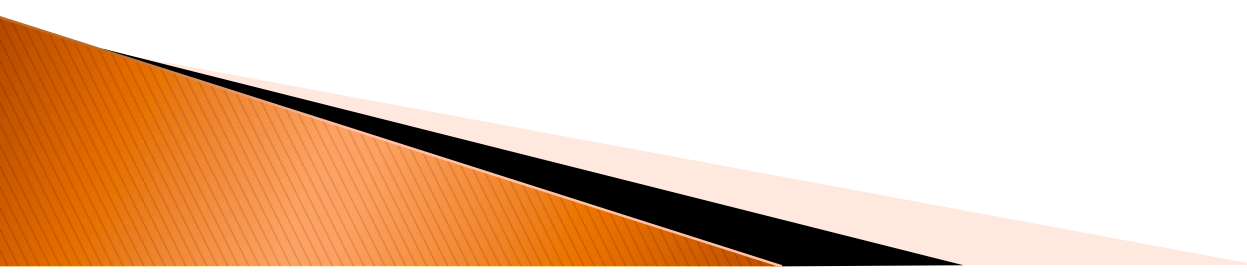


‘Zombie Audience’

- Ask questions
- Use humour to snap them out of it
- Incentive to stay engaged (quiz at the end, prizes, etc.)
- Physical movement/Involve them in a more active way

Hate Being Centre of Attention

- Engage the audience more to deflect that attention and make it more of a group atmosphere



Must Acknowledge Difficult or Long Name (Ex: A Sponsor)

-PRACTISE!

-Have a sign

-Do it at the end

-Ask someone else to say that part

-Use an acronym

Advanced Anxiety/Nerves

-PRACTISE!

-Take a moment to take a few deep breaths

-Use PowerPoint to have a visual guide

-Take the time to prepare

-Know that people want you to do well

